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AUTHOR Peterson, Paul V.
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ABSTRACT

A survey of 1971 journalism enrollments in 162 colleges and universities in the United States showed that 36,697 students were journalism majors, an increase of 10.8 percent over the 1970 figure of 33,106. Enrollment figures are given for (1) the top 20 schools in number of journalism students; (2) the top 10 schools in number of doctorate students; and (3) the top 20 schools in terms of graduate students. A total of 7,968 bachelor's, master's, and doctor's degrees were granted during 1970-71, compared with 7,601 during the 1969-70 period, an increase of 4.8 percent. The 14 schools that granted more than 100 BA/BS degrees during 1970-71 are listed. A total of 45 doctorates were granted by 14 of 162 schools. Other schools granting 20 or more graduate degrees are named. All enrollments for each undergraduate year were up over the 1970 figures; only graduate student enrollments declined in the 1971 tabulations. A table presents the enrollment data obtained from separate questionnaires as to journalism enrollments in colleges and universities throughout the United States; it also provides upperclass and graduate figures for 1970 and 1971 and lists degrees awarded in 1970 and 1971. (DB)

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Journalism growth continues at hefty 10.8 per cent rate

By Paul V. Peterson
Ohio State University

In the fall of 1970 it appeared that the great growth which has characterized journalism enrollments in the United States was showing some signs of slowing down. And indeed figures compiled especially for this survey indicated that the rate of growth was 5.9 per cent over the 1969 figures, while the 1969 total represented a growth of 13.7 per cent over that of 1968.

But a survey of fall 1971 journalism enrollments shows that 36,697 students now claim journalism as a major, compared to the 1970 figure of 33,106. And that is a growth rate of 10.8 per cent.

And, as has been the case in previous surveys, there are undoubtedly many students majoring in journalism who have not been reported. For example, of the slightly more than 200 colleges and universities offering majors in journalism, 162 replied to this survey. And since the survey requested statistics only on students who are administratively under the control of the school or department of journalism, it is possible a fairly large number of persons oriented towards the mass media (such as those majoring in speech or education) do not show in the final figures herein.

Texas at Austin again leads the list of total journalism majors, with 1,128 students. This is the first time that a single school has topped the thousand mark, although Texas at Austin almost did it last year when it led the total enrollment list with 997. Florida, with 922 students, is second, a spot it also held last year.

Others in the top 20 include, in rank order: (3) Georgia, 911; (4) Missouri, 879; (5) Michigan State, 812; (6)

Minnesota, 677; (7) Ohio, 642; (8) Northwestern, 607; (9) Brigham Young, 596; (10) Houston, 595; (11) San Jose, 586; (12) Illinois, 584; (13) Kent State, 584; (14) Tennessee, 574; (15) Indiana, 553; (16) Nebraska at Lincoln, 549; (17) West Virginia, 538; (18) Oregon, 521; (19) South Carolina, 517; and (20) Oklahoma, 507.

These 20 schools account for 39 per cent of the total enrollment in all 162 schools. If all schools which enrolled 300 or more during the fall of 1971 are considered, they account for 22,355, or 61 per cent of the total. Forty-three schools reported 300 or more majors.

In terms of doctorate enrollments, Minnesota with 52 topped all other reporting schools, followed by Illinois with 50, and Iowa with 46. Others reporting more than 20 such majors are: Southern Illinois, 35; Indiana, 29; Stanford, 27; Syracuse, 22; Texas at Austin, 21; and Wisconsin at Madison, 21.

But in terms of total graduate enrollments, Missouri with 200 students topped the slate, with Northwestern reporting 153, Syracuse 147, and Minnesota 144. Others in the top 20 include: (5) Illinois, 143; (6) Ball State, 134; (7) Columbia, 125; (8) Texas at Austin, 108; (9) Indiana, 105; (10) Stanford, 95; (11) Wisconsin at Madison, 94; (12) Iowa, 85; (13) Ohio State, 81; (14) Oregon, 80; (15) Georgia, 76; (16) San Jose, 75; (17) Cal State, Fullerton, 69; (18) Michigan State, 69; (19) Temple, 69; and (20) Florida, 68.

Some educators feel that a better indication of the actual number of students potentially entering the field of journalism is the tabulation in which only juniors, seniors and graduate stu-

dents are counted. When this yardstick is applied, Florida, as in 1970, heads the list with 922 students, followed by Missouri with 879, and Texas at Austin, 616. Others with enrollments in this category exceeding 400 are: Illinois, 584; Georgia, 571; Ohio, 569; Minnesota, 507; Michigan State, 501; Ohio State, 497; Syracuse, 460; Kansas, 459; and Northwestern, 403.

Certainly the best measure of the number of journalism students available for positions in the mass media is the number of actual graduates. A total of 7,968 bachelor's, masters and doctor's degrees were granted during 1970-71, compared with 7,601 during the 1969-70 period, or an increase of 4.8 per cent. Growth from 1968-69 to 1969-70 represented 16.6 per cent.

Leading the school in bachelor degrees, again, was Florida, with 392, followed by Missouri with 313, Georgia with 234, and Ohio with 209. Other schools granting more than 100 BA/BS degrees, were (5) Texas at Austin, 190; (6) Illinois, 188; (7) Washington, 172; (8) Michigan State, 168; (9) Minnesota, 120; (10) San Jose, 114; (11) Syracuse, 110; (12) Maryland, 108; (13) Southern Illinois, 108; and (14) Northwestern, 103.

Northwestern again granted the most graduate degrees, 121. All were master's degrees. But Iowa and Southern Illinois topped the list of schools granting doctorates with six each, followed by Minnesota with five, and

Illinois, Indiana, Syracuse and Wisconsin at Madison with four each. A total of 45 doctorates were granted by 14 of the 162 schools reporting during 1970-71.

Other schools granting 20 or more graduate degrees included: Columbia, 113; Missouri, 76; Syracuse, 50; Ohio State, 49; Ball State, 47; Illinois, 43; Wisconsin at Madison, 40; Stanford, 39; California, 36; Iowa, 35; Alabama, 24; Penn State, 24; Texas at Austin, 24; Oklahoma, 23; Minnesota, 21; and Michigan State, 20.

A few final statistics: freshman enrollments are up 874 over last year (in 1970 they were down 97); sophomore registrations were up 792 (versus only up 34 a year ago); junior figures are up 1,352 (in 1970 they were up 808); senior totals were up 752 (as against 682 in 1970); and only grad students as a general category is down in the 1971 tabulations, down 179. In the 1970 poll, graduate students were up 424 over the previous year's figures.

Thus it appears that journalism programs will continue to turn out record numbers of students for the mass media, at least for the next several years. Whether or not the figures will begin leveling off only time will tell.

A table compiled by Peterson on enrollment data from campuses throughout the United States begins on page 56.

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ENROLLMENT DATA BY CAMPUSES

College/University	Fr.	So.	Jr.	Sr.	Grad	Total		Upperclass-Graduate		Degrees Awarded			
						1971	1970	1971	1970	BA/BS*	Grad	BA/BS	Grad
Alabama	0	0	57	53	26	136	130	136	130	33	24	40	13
Alaska	10	4	9	10	2	35	NR	21	NR	3	0	NR	NR
Angelo State	30	19	10	12	0	71	128	22	29	8	0	4	0
Arizona State	97	101	92	78	4	372	334	174	127	38	3	51	2
Arizona	53	41	40	44	17	195	191	101	85	38	0	21	0
Arkansas State	65	45	44	40	0	194	159	84	74	37	0	30	0
Arkansas	44	39	25	25	0	133	95	50	50	18	0	31	0
Auburn	20	20	26	16	0	82	53	42	29	18	0	10	0
Ball State	164	132	91	49	134	570	458	274	225	42	47	38	22
Baylor	26	18	22	25	0	91	125	47	52	26	0	46	0
Bethany (W. Va.)	0	4	22	19	0	45	56	41	28	14	0	10	0
Boston	NR	NR	NR	175	67	242	190	242	211	NR	18	45	35
Bowling Green State	85	91	100	89	0	365	366	189	192	75	0	47	0
Bradley	48	32	26	18	0	124	81	44	31	14	0	16	0
Bridgeport	30	14	19	10	1	74	82	30	27	NR	NR	5	0
Brigham Young	136	106	150	158	46	596	600	354	345	136	16	137	13
Butler	20	11	8	8	0	47	NR	16	NR	10	0	NR	NR
California	0	0	0	42	52	94	99	94	99	24	16	13	15
California, Los Angeles	0	0	0	0	50	50	50	50	50	0	36	0	30
Cal State, Fullerton	58	51	156	142	69	476	NR	367	336	94	7	NR	NR
Cal State, Los Angeles	13	13	75	24	0	125	173	99	101	38	0	44	0
Cal State Poly, San Luis Obispo	25	42	42	29	0	138	118	17	49	17	0	15	0
Central Michigan	62	47	58	39	14	220	148	111	74	19	1	32	1
Central State (Okla.)	52	33	23	32	4	144	155	59	82	31	0	15	0
Chico State	23	26	43	57	0	149	130	100	96	23	0	24	0
Colorado State	77	56	41	36	0	210	NR	77	62	27	0	NR	NR
Colorado	0	0	128	83	25	236	198	236	198	75	14	74	12
Columbia	0	0	0	0	125	125	128	125	128	0	113	0	95
Creighton	46	24	12	12	0	94	111	24	36	25	0	17	0
Detroit	0	0	0	72	0	148	NR	148	NR	51	0	NR	NR
Drake	72	116	79	88	0	355	315	167	139	76	0	62	0
Duquesne	0	54	52	34	0	140	109	86	72	28	0	28	0
East Carolina	0	10	13	9	0	32	40	22	17	3	0	2	0
East Tennessee State	19	27	30	24	0	100	85	54	19	17	0	18	0
East Texas State	55	46	63	34	33	231	250	130	103	21	14	19	10
Eastern Kentucky	23	7	11	3	0	44	NR	14	5	1	0	0	0

	Upperclass-Graduate										Degrees Awarded	
	Total										1971	1970
Evangel (Mo.)	0	3	6	3	0	0	0	0	0	0	NR	NR
Florida Southern	13	8	39	8	13	0	0	0	0	0	NR	NR
Florida Tech	0	0	141	0	0	8	266	155	266	23	NR	NR
Florida	0	0	442	0	0	68	922	871	922	392	19	376
Franklin (Ind.)	10	13	6	7	0	0	36	47	13	7	0	8
Fresno State	29	21	84	47	20	0	201	156	151	33	3	27
George Washington	0	0	31	18	0	0	49	39	38	18	0	13
Georgia State	74	69	61	61	0	0	266	230	123	42	0	36
Georgia	164	176	227	268	76	0	911	809	571	234	20	284
Grambling	9	9	7	4	0	0	29	14	11	3	0	0
Hardin Simmons	8	3	4	6	0	0	21	18	10	4	0	2
Hawaii	0	0	18	30	0	0	48	52	52	NR	NR	NR
Henderson State	6	8	2	5	0	0	21	11	7	0	0	2
Houston	145	157	147	145	0	0	594	502	292	71	0	57
Humboldt State	17	15	20	22	4	0	78	49	46	10	0	11
Idaho State	18	12	9	12	0	0	51	43	21	13	0	11
Idaho	28	26	19	9	0	0	82	94	28	17	0	14
Illinois	0	0	203	238	143	0	584	598	584	188	43	198
Indiana State	39	28	49	55	106	0	171	NR	104	38	0	NR
Indiana	88	127	127	105	53	0	553	855	338	70	15	153
Iowa State	90	80	86	59	106	0	368	354	198	64	9	52
Iowa	66	69	131	58	85	0	409	452	274	80	35	58
Kansas State	41	45	93	47	42	0	268	357	182	62	17	43
Kansas	0	26	187	241	31	0	485	416	459	211	14	149
Kent State	162	150	111	101	60	0	584	527	272	69	5	58
Kentucky	92	95	93	60	19	0	359	365	172	39	10	73
Lehigh	0	4	5	2	0	0	11	11	7	2	0	3
Lincoln	13	6	3	10	0	0	32	25	13	3	0	0
Long Island	31	33	22	13	0	0	99	97	35	10	0	10
Louisiana Tech	24	22	16	12	0	0	74	69	28	12	0	9
Louisiana State	0	71	68	26	25	0	200	202	129	40	6	39
Loyola, New Orleans	14	16	9	5	0	0	44	38	14	6	0	8
Maine, Orono	0	0	22	29	0	0	51	31	51	9	0	6
Marquette	91	115	61	75	31	0	374	427	168	76	6	77
Maryland	24	48	129	196	8	0	405	503	333	108	1	99
Marshall	81	80	73	50	20	0	304	304	143	36	8	23
Memphis State	0	0	50	88	0	0	138	125	138	43	0	29
Michigan State	158	153	240	192	69	0	812	801	501	168	20	200
Midland Lutheran (Neb.)	11	12	9	10	0	0	42	NR	19	8	0	NR

	Total	Upperclass- Graduate	Degrees Awarded		
			1971	1970	
Minnesota	10	160	178	185	144
Mississippi State	5	3	5	2	0
Mississippi	56	31	23	21	8
Missouri	0	0	362	317	200
Montana	80	65	50	53	13
Moorhead State (Minn.)	35	45	45	28	0
Murray State	32	25	32	30	28
Nebraska, Lincoln	200	129	122	98	0
Nebraska, Omaha	16	29	22	13	0
Nevada, Reno	53	29	30	23	14
New Mexico State	115	52	40	23	0
New Mexico	0	19	21	12	0
New York	37	59	60	61	0
North Carolina	0	0	101	78	24
North Dakota	16	36	29	27	0
North Texas State	88	58	58	36	21
Northeast Louisiana	35	13	20	11	0
Northeastern	32	43	41	25	0
Northeastern State (Okla.)	18	15	26	20	0
Northern Arizona	43	48	41	23	0
Northern Colorado	18	47	26	14	0
Northern Illinois	80	81	93	72	36
Northern Indiana	112	92	127	123	153
Northwestern Louisiana	21	13	9	7	0
Ohio State	0	0	287	129	81
Ohio	0	73	218	310	41
Ohio Wesleyan	0	0	10	18	0
Oklahoma Baptist	14	3	6	6	0
Oklahoma State	106	108	103	88	47
Oklahoma	141	94	100	123	49
Oregon State	17	20	27	12	0
Oregon	107	93	150	91	80
Penn State	0	51	168	140	54
Point Park	130	60	63	57	0
Purdue	40	37	36	30	14
Radford	15	10	5	4	0
Rhode Island	20	27	28	21	0
Rutgers	0	28	70	50	0
Sacramento State	17	16	56	40	0

	Total	Upperclass- Graduate	Degrees Awarded	
			1971	1970
Sam Houston	31	53	22	NR
San Diego State	32	114	55	0
San Fernando Valley State	36	174	51	20
San Francisco State	16	63	25	28
San Jose State	92	393	114	0
South Carolina	133	228	60	16
South Dakota State	35	49	23	129
South Dakota	8	24	7	84
South Florida	118	250	21	15
Southern California	33	169	27	9
Southern Colorado State	46	55	16	NR
Southern Illinois	6	327	108	28
Southern Methodist	9	73	18	10
Southern Texas State	39	70	21	18
Stanford	1	171	35	83
St. Bonaventure	57	43	19	15
St. Mary's of the Woods	5	3	1	0
St. Thomas	21	38	29	0
Suffolk	49	65	14	16
Syracuse	0	283	110	NR
Temple	78	178	44	107
Tennessee Tech	16	7	2	36
Tennessee	180	261	71	NR
Texas A&M	28	65	15	1
Texas Southern	12	20	4	21
Texas Tech	128	110	29	6
Texas at Austin	233	616	190	29
Toledo	108	91	NR	135
Trinity	0	36	10	10
Utah State	20	25	8	NR
Utah	71	93	37	7
Virginia Commonwealth	51	61	13	23
Washington	18	333	172	NR
Washington and Lee	0	30	7	10
Wayne State	40	134	40	7
Western Kentucky	80	NR	NR	38
Western Washington State	31	21	4	NR
West Texas State	12	30	9	0
West Virginia	106	257	85	NR

	Total										Upperclass-Graduate		Degrees Awarded	
	16	10	9	7	0	42	36	16	16	8	16	16	1971	1970
White Plains	16	123	138	108	94	463	394	340	282	60	0	0	8	0
Wisconsin, Madison	0	11	16	24	47	104	105	87	91	10	40	73	14	29
Wisconsin, Ag-Journ	6	0	82	47	0	129	NR	129	110	42	0	NR	12	15
Wisconsin, Milwaukee	0	0	41	28	0	200	185	69	57	23	0	16	NR	NR
Wisconsin State, Eau Claire	78	53	18	10	0	108	118	28	14	4	0	0	0	0
Wisconsin State, La Crosse	55	25	25	25	0	135	105	50	39	9	0	NR	NR	NR
Wisconsin State, Oskosh	41	44	13	17	0	81	65	30	26	7	0	8	7	0
Wisconsin State, River Falls	34	17	11	20	7	82	91	38	44	11	1	6	0	0
Wyoming	24	20	11	20	7	82	91	38	44	11	1	6	0	0
Grand Totals, 162 schools 1971	6482	6558	10390	9094	3513	36697	31406	22997	20428	6802	1166	6061	1010	1010
Grand Totals, 162 schools 1970	5958	6066	9038	8342	3692	33106	30504	21112	18890	6524	1077	5439	960	960
Grand Totals, 145 schools 1969	6065	6032	8230	7656	3268	31251	26325	19154	16769	5573	946	4217	846	846

Footnotes: a) White Plains College was formerly Good Counsel College.
b) Although 162 schools replied to each of the 1970 and 1971 surveys, they were not the same schools each year. Thus, totals vary somewhat from year to year in various categories.
* Some universities offer a B.J. (Bachelor of Journalism) degree.

Enrollment figures in the above table and information in the Schools and Departments section beginning on page 16 were compiled from separate questionnaires. A few schools not listed in both places responded to only one of the surveys.